

State: Arkansas **Filing Company:** United American Insurance Company
TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010
Product Name: AD-324, AD-325, AD-331, AD-332
Project Name/Number: AD-324, AD-325, AD-331, AD-332/AD-324, AD-325, AD-331, AD-332

General Information

Project Name: AD-324, AD-325, AD-331, AD-332	Status of Filing in Domicile: Authorized
Project Number: AD-324, AD-325, AD-331, AD-332	Date Approved in Domicile: 09/06/2012
Requested Filing Mode: Review & Approval	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Individual Market Type:
Overall Rate Impact:	Filing Status Changed: 09/12/2012
	State Status Changed: 09/12/2012
Deemer Date:	Created By: Phylis Ballard
Submitted By: Phylis Ballard	Corresponding Filing Tracking Number: AD-324, AD-325, AD-331, AD-332

Filing Description:

Re: Medicare Supplement Print Ads AD-324, AD-325, AD-331 and AD-332

Attached are copies of the subject Medicare Supplement Print Ads. These ads are being submitted as a new filing and do not replace any previously approved forms. This filing is being submitted as an invitation to inquire.

These forms will be used to advertise the Medicare Supplement policies offered by United American Insurance Company, which were previously approved by your department for marketing on an individual basis by licensed agents.

Company and Contact

Filing Contact Information

Phylis Ballard, Compliance Analyst	pballard@torchmarkcorp.com
3700 S. Stonebridge Drive	972-569-3748 [Phone]
McKinney, TX 75070	972-569-3728 [FAX]

Filing Company Information

United American Insurance Company	CoCode: 92916	State of Domicile: Nebraska
P.O. Box 8080	Group Code: 290	Company Type: Life and Health
McKinney, TX 75070-8080	Group Name: Liberty National	State ID Number:
(972) 529-5085 ext. [Phone]	FEIN Number: 73-1128555	

Filing Fees

Fee Required?	Yes
Fee Amount:	\$200.00
Retaliatory?	No
Fee Explanation:	4 X \$50.00 = \$200.00
Per Company:	No

State Tracking #:

Company Tracking #: AD-324, AD-325, AD-331, AD-332

State: *Arkansas*

Filing Company: *United American Insurance Company*

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010

Product Name: AD-324, AD-325, AD-331, AD-332

Project Name/Number: AD-324, AD-325, AD-331, AD-332/AD-324, AD-325, AD-331, AD-332

Company	Amount	Date Processed	Transaction #
United American Insurance Company	\$200.00	09/07/2012	62466763

State:	Arkansas	Filing Company:	United American Insurance Company
TOI/Sub-TOI:	MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.012 Multi-Plan 2010		
Product Name:	AD-324, AD-325, AD-331, AD-332		
Project Name/Number:	AD-324, AD-325, AD-331, AD-332/AD-324, AD-325, AD-331, AD-332		

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	09/12/2012	09/12/2012

State:	Arkansas	Filing Company:	United American Insurance Company
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Product Name:	AD-324, AD-325, AD-331, AD-332		
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Disposition

Disposition Date: 09/12/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Print Ad	Filed-Closed	Yes
Form	Print Ad	Filed-Closed	Yes
Form	Print Ad	Filed-Closed	Yes
Form	Print Ad	Filed-Closed	Yes

State:	Arkansas	Filing Company:	United American Insurance Company
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Form Schedule

Lead Form Number: AD-324, AD-325, AD-331, AD-332

Item No.	Schedule Item Status	Form Number	Form Type	Form Name	Action/ Action Specific Data	Readability Score	Attachments
1	Filed-Closed 09/12/2012	AD-324	ADV	Print Ad	Initial:		AD-324.pdf
2	Filed-Closed 09/12/2012	AD-325	ADV	Print Ad	Initial:		AD-325.pdf
3	Filed-Closed 09/12/2012	AD-331	ADV	Print Ad	Initial:		AD-331.pdf
4	Filed-Closed 09/12/2012	AD-332	ADV	Print Ad	Initial:		AD-332.pdf

Form Type Legend:

ADV	Advertising	AEF	Application/Enrollment Form
CER	Certificate	CERA	Certificate Amendment, Insert Page, Endorsement or Rider
DDP	Data/Declaration Pages	FND	Funding Agreement (Annuity, Individual and Group)
MTX	Matrix	NOC	Notice of Coverage
OTH	Other	OUT	Outline of Coverage
PJK	Policy Jacket	POL	Policy/Contract/Fraternal Certificate
POLA	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	SCH	Schedule Pages

Medicare Supplement Print Ad

2 Column





UA Medicare Supplement insurance is like your favorite pair of slippers ... inviting, comfortable, and with no surprises.

- Guaranteed renewable as long as premiums paid on time
- No networks
- Portable

United American has provided Medicare Supplement insurance since Medicare began and has an [A+ (Superior)] Financial Strength rating*. So kick off your shoes and get comfy with UA!

To learn more:

[Agent Name]
[Agent Address]
[Agent Phone]



[www.unitedamerican.com]

*For more than [35 consecutive years], United American has earned the [A+ (Superior)] Financial Strength Rating from A.M. Best Company (as of [6/12]). United American Insurance Company is not connected with or endorsed by the U.S. Government or federal Medicare program. Policies and benefits may vary by state and have some limitations and exclusions. Individual Medicare Supplement policy forms [MSA10, MSB10, MSC10, MSD10, MSF10, MSHDF10, MSG10, MSK06, MSL06, MSN10, and MC4810 in WI] are available from our Company where state approved. Some states require these plans be available to persons eligible for Medicare due to disability. This is a solicitation for insurance. You may be contacted by an Agent representing United American Insurance Company.

AD-324

UA10561 0812

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Medicare Supplement Print Ad

2 Column





NOT SURE WHICH WAY TO TURN FOR SENIOR HEALTH INSURANCE COVERAGE?

We can help! United American has been selling Medicare Supplement insurance policies since Medicare began and has the expertise to help guide you in the right direction.

- Guaranteed renewable as long as premiums paid on time
- No networks
- Portable
- Backed by insurer with [A+(Superior)] Financial Strength rating*

To learn more:

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Since 1947


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AD-331 UAI0561 0812

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AD-331 UAI0561 0812

Medicare Supplement Print Ad

2 Column





Is your Medicare coverage checking all the boxes?

A Medicare Supplement insurance policy does that and more!

- ☒ **Guaranteed renewable as long as premiums paid on time**
- ☒ **No networks**
- ☒ **Portable**

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